



Hawai'i Tourism Authority - Spring Tourism Update

Meet Hawai'i - Global MCI

March 5, 2025



Agenda

- Meet Hawai'i
- Market Insights
- Marketing Plan
 - Target Audience
 - Public Relations
 - Meet Hawai'i Website
 - Social Media
- Major Programs
- Partnerships Opportunities and Communication

Meet Hawai'i

*Meet Hawai'i is a collaboration between Hawai'i Visitors & Convention Bureau (HVCB) and the Hawai'i Convention Center (HCC) to **attract and contract Meetings, Conventions, and Incentive (MCI) business to the state of Hawai'i***

HVCB – MCI Global Sales & Marketing for State of Hawai'i

- **Contracts offshore conventions at HCC**
 - Outside of 13 months of arrival
 - 2+ hotels; significant hotel room nights
- **Contracts hotel meetings** on all islands
- **Services and connects** groups to all partners in the destination

HCC – Local sales & Operations

- Contracts **local groups** within 13 months of arrival
- Includes festivals, marathons, sports groups
- **Services and connects** groups to resources inside the building i.e., F&B, Audio Visual, Telecom, etc.



Center Operations,
Local Sales &
Community Events

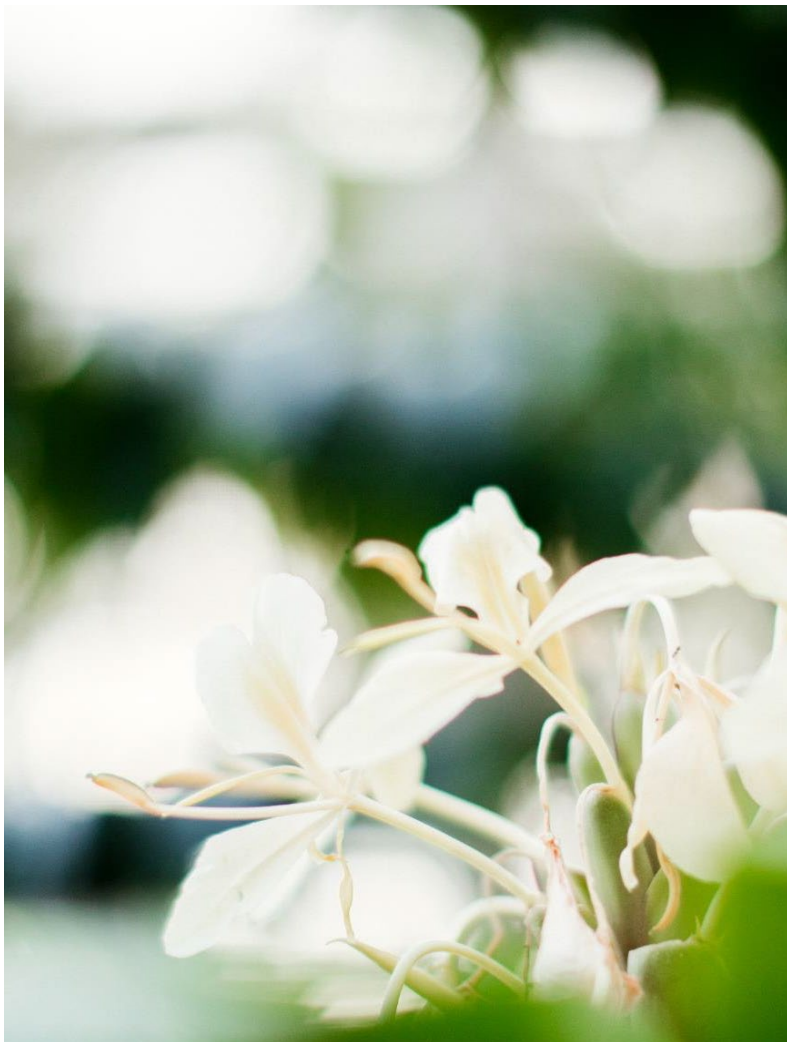


City-wide Events and
Single Property
Meetings

Market Insights

A wide-angle photograph of a deep blue ocean with small waves, under a sky with light clouds. In the distance, a range of green mountains is visible against the horizon.

Market Insights - Global



- According to Allied Market Research, the global events industry is expected to grow at a 6.4% CAGR from 2021 – 2031, potentially surpassing \$2T by early 2030.
- Incentive meetings are the fastest growing segment at a CAGR of 9.8% during 2023 – 2028.
- The forecast for global meetings and event spending is forecast to approach 2019 levels by the end of 2025.
- Due to the differences in recovery across global markets, the next phase of recovery is anticipated to be slower and less even than sustained growth experienced from 2023 to 2024.
- The North American MCI market is expected to show slower overall growth and level off into 2025 reaching \$489B in direct spending.
- The market will be driven by economic conditions, geopolitical events, sustainability, and social responsibility.

Market Insights – Hawai‘i



- Ongoing geopolitical conflicts and tensions may impact business travel confidence and overall economic sentiment.
- Increasing airfare costs to Hawai‘i and decreased airlift present significant challenge for MCI attendees, impacting overall event budgets and deterring participation.
- While the booking cycle has expanded, it continues to be short-term, allowing for sales teams to make continued impact in 2025-2028.
- Hawai‘i’s long-standing commitment to regenerative tourism and diversity stands out amongst competition.
- Group attendance is growing; committed room blocks are smaller to avoid penalties.

United States – SWOT Analysis

STRENGTHS

- Aloha Spirit, Weather, Cuisine, Safety
- Cultural and experiential offerings
- Long standing commitment to diversity and sustainability
- Access to Pacific Rim
- Extensive Luxury Hotel options
- Seasoned sales team



WEAKNESSES

- High Costs
- Depleted airlift options
- Limited large-scale off-site venue options for citywide groups
- Workforce shortages and Labor costs

OPPORTUNITIES

- Enhance pre-post program to move more citywide attendees across all islands
- Short term West Coast and Mid-West Corporate and incentive target markets
- Third party intermediaries
- ‘Elele Program



THREATS

- Shifting national policies and political dynamics
- Economic downturns and budget cuts
- Competition - inclusive options, lower costs, accessibility
- Stagnant per person spending
- Competitive destinations offering higher incentives to win the business
- Increase in Hawai‘i TAT

ASIA, OCEANIA – SWOT Analysis

STRENGTHS

- Strong Branding in Asia/Oceania
- Spirit of Aloha, Weather, Cuisine, **Safety**
- Japan's group incentive recovery rate is outpacing leisure 60% to 45%
- Easy access by air for Japan/Korea & Aus
 - AUD Strengthening
- Strong community partnerships



WEAKNESSES

- High Cost compared to competing destinations
- High Exchange rate
- Lack of air access from China and Southeast Asia

OPPORTUNITIES

- Corporate Incentive market out of Japan
 - Associations market out of Oceania
 - Sports market Japan/Oceania
- Strategic Alliances with key partners



THREATS

- Tourism complacency
- Decrease in marketing budgets while other destinations are increasing
- Geopolitical Tensions
- New policy impacting visa processing

2025 Marketing Plan

- Target Audience
- Public Relations
- Meet Hawai'i Website
- Social Media

Target Audience

TARGET AUDIENCE

The Corporate/Incentive high value MCI attendee will always be a priority, but diversification and relationships with key clients in all segments will allow us to shift effortlessly when the market dictates to maintain a successful MCI presence on all islands.

TARGET REGIONS

- United States
- Japan
- Oceania
- Korea
- China
- *Canada
- *Europe

*Coverage; limited campaigns



Public Relations

Reinforce the Hawaiian Islands as a world class destination for MCI business while fostering positive sentiment among residents.

- Target influential trade publications to showcase...
 - Hawai'i's evolving meeting spaces
 - Diverse experiences
 - Unique corporate social responsibility opportunities
- Showcase the value of MCI business to the local community highlighting...
 - Economic benefits and global opportunities group business brings to the islands
 - Community benefits and CSR involvement as part of HTA's mission to ensure the benefits tourism directly reach Hawaiian residents.

Brightspot's Top Incentive Travel Destinations for 2025

1. Maui, Hawai'i
2. Sicily, Italy
3. Prague, Czech Republic
4. Ireland
5. British Virgin Islands and U.S. Virgin Islands
6. Thailand



Hawaii News »

Regenerative tourism draws groups to isles

Tuesday, April 23, 2024 12:05 am

Allison Schaefers Star-Advertiser

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HONOLULU — Members of the American Association of Geographers, who were in Honolulu for their 2024 annual meeting, volunteered Sunday during an ocean and beach park cleanup at Magic Island where tons of trash were removed from the polluted peninsula and ocean.



Story by Kate Coleen Calajate • 10mo • 2 min read

2024 Pokémon World Championship Date and Venue

Meet Hawai'i Website

- Leverage conventions/meetings to drive Pre-Post movement across all islands
- Microsite Tool for services and attendance promotion
- Continually refreshed content
- Intuitive navigation
- CSR Opportunities
- Interactive maps for each island



Keyword

Islands

- Maui (33)
- Island of Hawai'i (1)
- Kaua'i (1)
- O'ahu (1)

Categories

- Accommodations (26)
- Activities (6)
- Transportation (1)

[Reset](#)

Signature Ocean Adventure Package 25% Savings
OUTRIGGER Kā'anapali Beach Resort

Get 20% OFF
GuideAlong, GuideAlong, GuideAlong, GuideAlong

Complimentary 5th Night
Montage Kapalua Bay

Book 3 Nights, Get the 4th on us! Rediscover Kaanapali at Sheraton Maui Resort & Spa.
Sheraton Maui Resort & Spa

Maui Fifth Night Free
Aston at The Whaler on Kaanapali Beach

20% off any tour on Amore from Maalea Harbor
Hawaii Nautical

"Spa, Sip & Stay" With a 4th Night Free
Royal Lahaina Resort

Complimentary 5th Night
Montage Kapalua Bay

Maui Alpaca Farm Visit
Maui Alpaca

20% Off Hi Flying Dress Maui Photoshoot
Hi Flying Dress



The Picture-perfect Destination for Your Meeting, Convention, or Incentive

WELCOME TO THE HAWAIIAN ISLANDS



QUICK FACTS:

A premier meeting space destination with amazing tropical landscapes and incomparable hospitality. Hawai'i is the perfect spot. Allow Meet Hawai'i to guide you and have access to the best resources available. [Learn More](#)

Nonstop Service From Hawai'i

40+

global gateway cities

Number of Resort Areas

18

Unique, Offsite & Outdoor Venues Around The Islands

50+

Average Year Round Temperatures

77°F

29° Celsius

Number of Hotels Around The Islands

147

51,711 Overnight Rooms

Top Attractions Around The Islands

22+

*Whale watching (Dec-May)

Our Interactive Map

HAWAIIAN ISLANDS

EXPLORE: Kaua'i O'ahu Molokai Lanai Maui **Island of Hawai'i**

Island of Hawai'i

OFFSITE VENUES

THINGS TO DO

Welcome to Hawai'i Island

Take a road trip into the great wide open on the youngest and largest of the Hawaiian Islands. Nearly twice as big as all of the other Hawaiian Islands combined, the island of Hawai'i's vast, isolated expanses are awe-inspiring. Your attendees can see some of the most pivotal sites in Hawaiian history and visit a volcano, while traveling through all but four of the world's different climate sub-zones. From the crystal blue waters of the Kona and Kohala Coasts to the black sands of Punahoa to the lush botanical gardens and waterfalls of the Hāmākua Heritage Corridor, there is a world of diversity to experience on this rich, storied island that invites exploration, adventure and restoration.

Total Rooms: 6,598

DISTANCE TO / FROM	
O'ahu	50 min
Kaua'i	60 min
Maui	40 min
Lanai*	1.75hrs
Molokai*	2.25hrs
FLIGHTS TO / FROM:	
Los Angeles (LAX)	5.5hrs
San Francisco (SFO)	5hrs
Seattle (SEA)	6hrs
Chicago* (ORD)	11hrs



Social Media



Linked-in – premier platform for business networking and outreach to meeting planners





2025 Major Programs

On the Books (OTB)

- In 2024, Meet Hawai'i booked a **combined \$815M** in EI in business **benefiting all islands** and the **Hawai'i Convention Center**.
- In 2025 we have **21 offshore citywide conventions** booked in the center with **174K TRN's** and **\$489M** in EI. Our team is **working to close 3 tentative conventions** in the next 90 days.
- **Single Property** has contracted 213 meetings across all islands representing **\$291M** in EI.



U.S. Citywide & Single Property

Major Programs:

- PCMA's - Convening Leaders - Houston
- Varied activations in key markets through MPI
- Northern California Roadshow
- Business Events Industry Week (DC)
- Sports Events and Tourism Association (Q2)
- IMEX America 2025, Las Vegas
- Citywide and Single Property Fam (Q3 & Q4)
- Site Classic 2025 – Maui

Key Strategies:

- 2026 Incentive to key intermediaries to offset closing of HCC
- HCC Benchmark Analysis
- Highlight Client Services and 'Elele Program



Global MCI - Japan

JTB Strategic MOU

- Develop long term partnership with JTB to attract large scale incentive citywide clients
- JTB Aloha Ambassador Program

HIS Strategic MOU

- Mālama programs
- Neighbor Island MCI Groups

JATA Sales Competition

- Nationwide sales competition to encourage sales personnel to sell Hawai'i to their clients.
- 1,150 Sales Personnel representing 7 Travel agents have signed up for the Competition
- Winners will win a free trip to Hawai'i sponsored by Meet Hawai'i and Hawai'i Hotel Partners.

HIS Corporate Seminar – Tokyo and Osaka

- In partnership with HIS and Hawai'i partners the seminars allows Meet Hawai'i and Hawai'i partners to have direct conversation with Corporate Clients.



Global MCI - Oceania

- DMS Connect Roadshow - Auckland, Melbourne & Sydney
- Associations Forum National Conference
- Meet Hawai'i 'Ohana Aloha Mission 2025 - Sydney, Melbourne & Auckland
- Meet Hawai'i Oceania FAM - O'ahu & Island of Hawai'i
- Global Business Travel Association
- Oceania Incentive Offer (Year-round)



HAWAII, WITH ITS UNMATCHED BEAUTY, WARM HOSPITALITY AND WORLD-CLASS VENUES, IS A DREAM DESTINATION FOR MEETINGS, INCENTIVES, CONFERENCES AND EVENTS (MICE). VANESSA ROLFE JOINED MEET HAWAII AND HAWAIIAN AIRLINES ON A SEVEN-DAY ADVENTURE EXPLORING O'AHU'S TOP-NOTCH VENUES, VIBRANT CULTURE, AND JAM-DROPPING ACTIVITIES.

A destination designed for MICE

Hawaii isn't just a destination – it's an experience. Whether you're planning a board meeting or a full-blown conference, O'ahu blends luxury, culture, and unforgettable moments into every event.

World-class meeting facilities

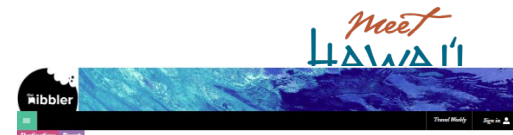
- **Waikiki Beach Marriott Resort & Spa**: 30,000+ square feet of versatile indoor and outdoor space with oceanfront views.
- **Alhambra Resort Waikiki Beach**: Cutting-edge AV capabilities and modern meeting rooms like the 12,000-square-foot ballroom.
- **Aulani, A Disney Resort & Spa**: A mix of elegant indoor ballrooms and outdoor terraces and beachfront venues for events with a touch of Disney magic.

Unique offsite venues

- **Pacific Aviation Museum**: Pearl Harbor Aviation Museum can hold 500 guests inside in, Hangar 37 while Hangar 79 is a black-carrier and authentic historical fuel with indoor and outdoor space which can hold up to 1200 guests.
- **Battleship Missouri**: Battleship Missouri Memorial can host up to 300 guests – imagine a formal dinner on the deck of the historic ship. It's truly a one-of-a-kind setting for gala or ceremony.
- **Kaunoa Beach**: A picturesque mix of adventure and elegance for team-building or gala events.
- **Sunset Island**: A secluded beach perfect for executive retreats or incentives.
- **Shangri-La Maunaloa of Maunaloa, Awa, Culture & Design**: Private and outdoor high-end dining gatherings.

Cultural and culinary experiences

From immersive Hula to the Hawai'i Food & Wine Festival, attendees enjoyed local culture and cuisine in every detail, offering planners unique ways to enhance event programs.



WHY BLEISURE IS BOOMING IN HAWAII



WITH WORLD-CLASS VENUES, UNIQUE EXPERIENCES, AND THE ALOHA SPIRIT, HAWAII TURNS CORPORATE TRAVEL INTO AN UNFORGETTABLE ADVENTURE – PERFECT FOR PROFESSIONALS AND FAMILIES ALIKE, VANESSA ROLFE WRITES.

Let's face it – business trips can be tough. But what if every work trip felt like a holiday? Enter Hawai'i, the ultimate destination for "bleisure" (that's business + leisure, and yes, it's as good as it sounds).

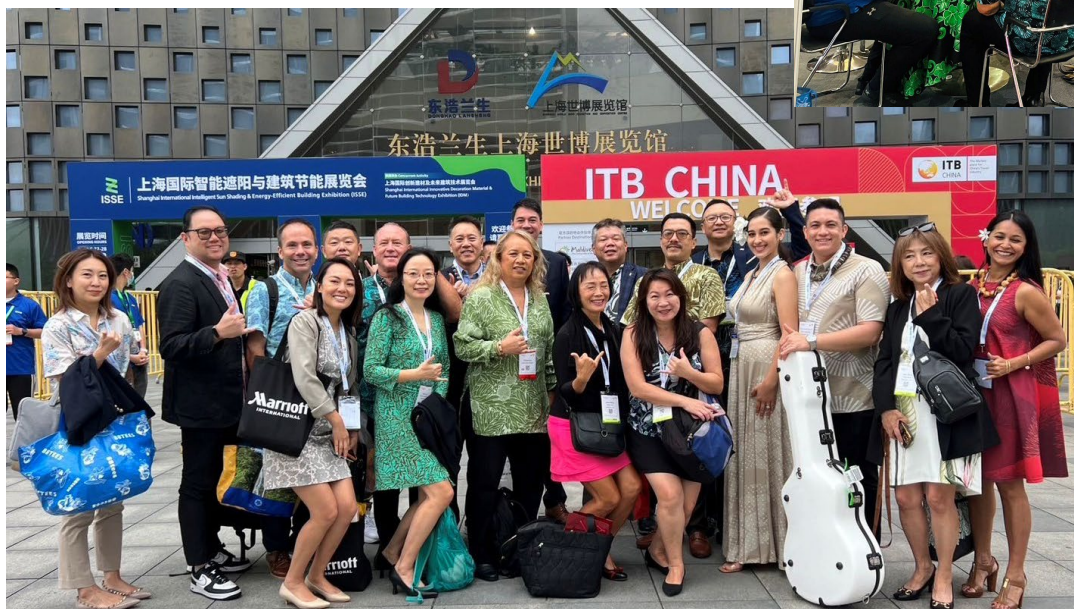
Hawaii: say Aloha to MICE events in paradise

Blue sky, warm water and a laidback lifestyle, but don't let that fool you, there's still time to get your work done.



Global MCI – Korea/China

- Korea Sales Mission
- Aloha MCI Workshop Korea
- Macau International Expo



Client Services – Connection to on-island businesses

- Expert Destination Knowledge
- Destination Site Inspections
- Pre-promotes – attending meeting year prior to promote destination.
- Mālama & CSR Program Connections

ECS The Electrochemical Society
Advancing solid state & electrochemical science & technology

ABOUT ECS | MEMBERSHIP | PUBLICATIONS | PROGRAMS | MEETINGS

HOME / MEETINGS / THE GENKI ALA WAI PROJECT

The Genki Ala Wai Project

Join us on Thursday, October 10, from 1330-1430h, to participate in the Genki Ala Wai Project, a groundbreaking bioremediation effort aimed at restoring the Ala Wai Canal. Interested participants should meet at the Center Concourse, 3rd floor, Hawaii Convention Center at 1330h.

About the event

What are Genki balls?

Genki balls are tennis ball-sized mud balls. They contain a mixture of clay soil, rice bran, molasses, water, and EM-1 solution. For the project, Genki balls are tossed into the Ala Wai canal to digest sludge.

Star Advertiser
Monday, April 22, 2024 72° Today's Paper

Maui fires | Plant giveaway | UH baseball | Missing kupuna | HART Leadership | Hawaii sports | Back in the Day | Koku

TOP NEWS

- Man, 34, dies in motorcycle crash on Ala Moana Boulevard
- Israeli strikes on Rafah kill 22 as U.S. advances aid package
- 15 suffer minor injuries at Universal Studios in California
- Tesla cuts U.S. prices for 3 of its electric vehicle models

Regenerative tourism draws groups to Hawaii

Members of the American Association of Geographers, who were in Honolulu for their 2024 annual meeting, volunteered Sunday during an ocean and beach park cleanup at Magic Island where tons of trash were removed from the polluted peninsula and ocean.

SUBSCRIBER FAVORITES

- Police reopen portion of Ohua Avenue in Waikiki after investigation
- 15 suffer minor injuries at Universal Studios in California
- Tesla cuts U.S. prices for 3 of its electric vehicle models
- Man, 34, dies in motorcycle crash on Ala Moana Boulevard
- Woman, 18, dies after being shot at Delaware State University

In 2024 Client Services conducted 55+ sites and 7 pre-promotes

'Elele = Ambassador

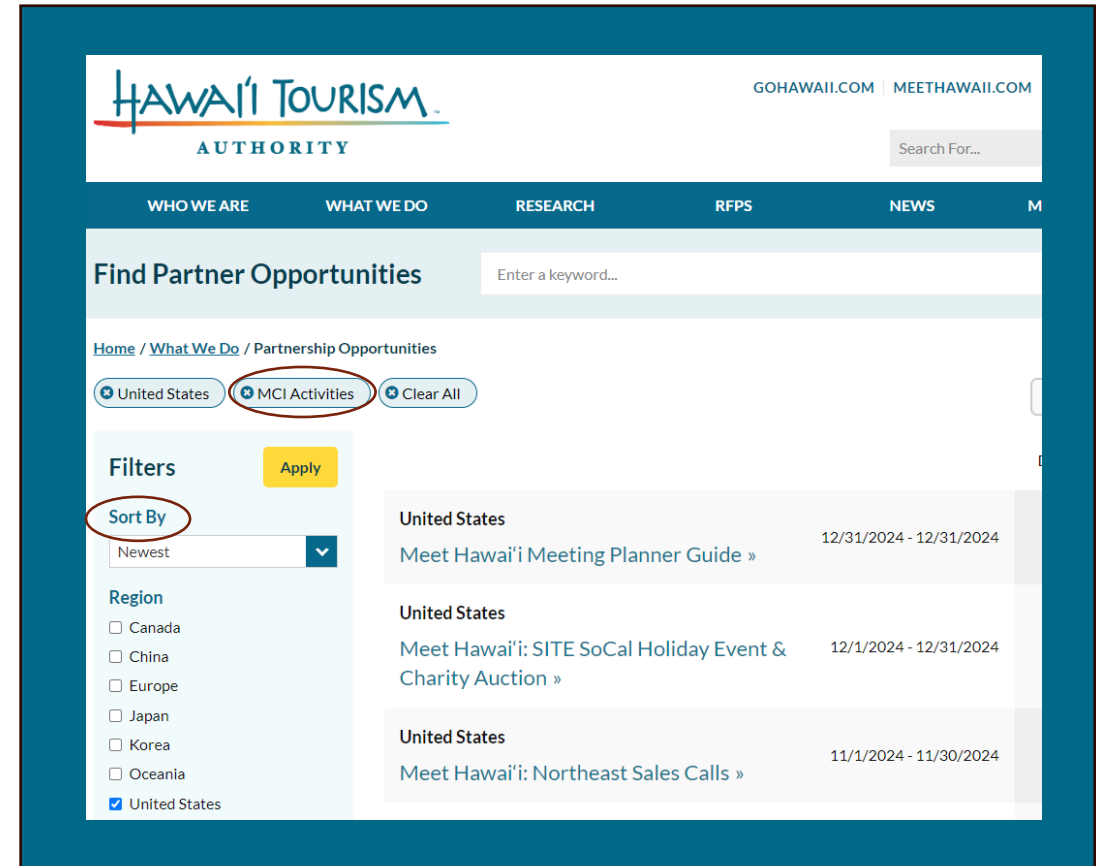
Community Leaders with ties to national/International organizations who lobby with Meet Hawai'i for mutually beneficial conventions

- Identify Prospects
- Assist in inviting associations to convene in Hawai'i
- Craft Letters of Support – Contributes to our bid and shares how our state aligns with the mission of the organization and how we can create a more thoughtful and impactful conference.
- Leverage Personal Relationships
- Contribute to the program through speakers and development of local host committee.
- In 2024, the 'Elele program facilitated the contracting of 10 meetings, representing 30,700 attendees and \$178M in EI.



Partnership Opportunities and Communication

- Meet Hawai'i Partnerships on HTA Website
- Citywide Pace Reports (monthly)
- TravelClick Future Occupancy and PACE (weekly)
- TravelClick Group Report (monthly)
- MCI Newsletter
- Regular MCI Updates customized for each island
- Island Ambassador Program



A close-up photograph of a green leaf, showing the intricate network of veins. The veins are a vibrant green color, contrasting with the darker green of the leaf's surface. The veins are arranged in a pinnate pattern, with a central midrib and several secondary veins branching off. The texture of the leaf is visible, with small, fine veins filling the spaces between the larger ones. The lighting is soft, highlighting the natural beauty and complexity of the leaf's structure.

Mahala